


**COUNTY OF LOUDOUN**  
**DEPARTMENT OF BUILDING AND DEVELOPMENT**  
**MEMORANDUM**

**DATE:** September 3, 2010

**TO:** Loudoun County Planning Commission

**FROM:** Amy Lohr, Planner, Zoning Administration 

**SUBJECT:** **September 8, 2010—Planning Commission Work Session**  
Briefing of ZOAM 2009-0003, Sign Regulations, and ZOAM 2010-0002, Off-Site Directional Signs

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Attached please find updated Attachments 1 and 2, based on the September 1, 2010 meeting of the Signs Sub-Committee. These documents replace Attachments 1 and 2, which were previously provided with the September 1, 2010 work session packet for this item.

Please feel free to contact me at [amy.lohr@loudoun.gov](mailto:amy.lohr@loudoun.gov) or 703-737-8890, should you have any questions in advance of the September 8, 2010 briefing.

No.	ZONING ORD. SECTION	EXISTING TEXT	SIGN ORDINANCE VOLUNTEER WORKING GROUP PROPOSAL	SIGNS SUB-COMMITTEE RECOMMENDATION	STAFF COMMENT & RECOMMENDATION	PLANNING COMMISSION RECOMMENDATION
Section 5-1200, Sign Regulations						
1	5-1201, Purpose.	<p><b>Purpose.</b> It is determined that the primary purpose of signage is to help people find what they need without difficulty or confusion, and without adverse impact on the visual character of an area. Thus, while not restricting the freedom of expression, regulations are hereby established for controlling the number, design, and location of signs, for treating similar types of signs consistently, and for preventing an overload of graphic messages or displays in the environment of Loudoun County. Signs are subordinate to the structures and land use functions they reference. Signs are to be considered accessory components of an overall composition of architectural elements, not as freestanding or dominant architectural elements by themselves. This Section establishes standards for the erection, display, safety, and maintenance of signs which are intended to convey graphic messages; encourage the general attractiveness, historic quality, and unique character of Loudoun County, and protect property values therein.</p>	<p><b>Purpose.</b> It is determined that the primary purpose of signage is to help people find what they need without difficulty or confusion, and without adverse impact on the visual character of an area. Thus, while not restricting the freedom of expression, regulations are hereby established for controlling the number, design, and location of signs, for treating similar types of signs consistently, and for preventing an overload of graphic messages or displays in the environment of Loudoun County. Signs are subordinate to the structures and land use functions they reference. Signs are to be considered accessory components of an overall composition of architectural elements, not as freestanding or dominant architectural elements by themselves. This Section establishes standards for the erection, display, safety, and maintenance of signs which are intended to convey graphic messages; encourage the general attractiveness, historic quality, and unique character of Loudoun County, and protect property values therein. <u>This Section also establishes procedures by which alternative sign standards may be proposed in a Comprehensive Sign Plan application for approval by the Board of Supervisors.</u></p>	<p>Adopt a revised purpose statement, as follows:</p> <p><b>Purpose.</b> <u>The visual environment has an effect on and is an important element in safeguarding life, health and property and in preserving the natural beauty, historic and cultural attributes, unique character and attractiveness of communities. The intent of this section, therefore, is to establish well-designed signage that contributes in positive ways to Loudoun County's visual environment while expressing local character and helping to develop a distinctive image of the County. Loudoun County recognizes that signs are a necessary form of communication and will strive to provide clear and consistent rules and regulations and an efficient and effective means of administering and enforcing sign regulations. It is determined that the primary purposes of signage regulations are (1) to help people find a location what they need without difficulty or confusion, and (2) to clearly identify places of business and communities without adverse impact on the visual character of an area. Careful control of signage can protect the general welfare and safety of individuals and property values, support economic vitality and viability, and enhance Loudoun's communities overall. Signs are to be considered accessory components of an overall composition of architectural elements, not as freestanding or dominant architectural elements by themselves. They are subordinate to the structures and land use functions they reference. Thus, while not restricting the freedom of expression, regulations are hereby established for controlling the number, design, and location of signs, for treating similar types of signs consistently, and for preventing an overload of graphic messages or displays in the environment of Loudoun County. Signs are subordinate to the structures and land use functions they reference. Signs are to be considered accessory components of an overall composition of architectural elements, not as freestanding or dominant architectural elements by themselves. This Section establishes standards for the location, design, construction, installation, erection, display, and safety, and maintenance of signs, which are intended to convey graphic messages; encourage the general attractiveness, historic quality, and unique character of Loudoun County, and protect property values therein. More specifically, while not restricting freedom of expression, regulations are hereby established for:</u></p>	<p>Staff generally concurs with the Signs Sub-Committee Recommendation, but recommends deleting the text reading:</p> <p>"Loudoun County recognizes that signs are a necessary form of communication and will strive to provide clear and consistent rules and regulations and an efficient and effective means of administering and enforcing sign regulations". All sections of the Zoning Ordinance are intended to provide clear and consistent regulations. Staff does not see the need to state this specifically for signs.</p> <p>Staff also recommends moving this statement to the second sentence of the paragraph: "Careful control of signage can protect the general welfare and safety of individuals and property values, support economic vitality and viability, and enhance Loudoun's communities overall."</p>	

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1				<ul style="list-style-type: none"> <li>• <u>Assuring compatibility of signs with land uses.</u></li> <li>• <u>Promoting orderly, attractive and effective signage.</u></li> <li>• <u>Establishing the type, number, physical dimensions, design and location of signs.</u></li> <li>• <u>Treating similar types of signs consistently, and</u></li> <li>• <u>Minimizing competing demands for visual attention to graphic messages or displays by preventing and reducing visual clutter.</u></li> </ul>		
2	5-1202, General Provisions. (A) Signs Prohibited. (1)	<b>General Provisions.</b> <b>(A) Signs Prohibited.</b> Signs with any of the following characteristics are prohibited:  <b>(1) Other than on property or structure to which it directs attention.</b> Is located anywhere other than on the property or structure to which it directs attention or to which it is appurtenant, except (a) any sign erected or maintained by or under the supervision of county or other governmental authority or the Virginia Department of Transportation, and (b) any other off-site sign which is specifically provided for in this article.	<b>General Provisions.</b> <b>(A) Signs Prohibited.</b> Signs with any of the following characteristics are prohibited:  <b>(1) Other than on property or structure to which it directs attention.</b> Is located anywhere other than on the property or structure to which it directs attention or to which it is appurtenant, except (a) any sign erected or maintained by or under the supervision of county or other governmental authority or the Virginia Department of Transportation, <u>and (b) <del>directional signs governed by a Comprehensive Sign Plan that identify uses located on other properties within the area of the Comprehensive Sign Plan, and (c)</del> any other off-site sign which is specifically provided for in this article.</u>	<b>General Provisions.</b> <b>(A) No change.</b>  <b>(1) No change.</b>	Staff concurs with the Signs Sub-Committee Recommendation.	
3	5-1202, General Provisions. (A) Signs Prohibited. (2)	<b>(2) Outlines any building with neon or other permanent lights.</b> Outlines any building or part thereof with neon or other permanent lights.	<b>(2) Outlines any building with neon or other permanent lights.</b> Outlines any building or part thereof with neon or other permanent lights, <u>with the exception of movie theatres or otherwise permitted with the approval of a Comprehensive Sign Plan.</u>	<b>(2) Outlines any building or sign with neon or other permanent lights.</b> Outlines any building, <u>sign,</u> or part thereof with neon or other permanent lights, <u>except as permitted with the approval of a Sign Development Plan.</u>	Staff concurs with the Signs Sub-Committee Recommendation.	
4	5-1202, General Provisions. (A) Signs Prohibited. (3)	<b>(3) On trees, fences, public utility pole, etc.</b> Is fastened, placed, painted, pasted or attached in any way to, in or upon any tree, fence, public utility pole, rock, curbstone, sidewalk, lamp post, hydrant, bridge, highway marker or another sign except such as may be (a) required by law, (b) so placed by a duly authorized governmental agency, (c) so placed not as an advertisement, but as a warning against hunting, fishing or trespassing, (d) not visible from any public road, (e) a farm sign, and (f) a residential name sign.	<b>(3) On trees, fences, public utility pole, etc.</b> Is fastened, placed, painted, pasted or attached in any way to, in or upon any tree, fence, public utility pole, rock, curbstone, sidewalk, <del>lamp post,</del> hydrant, bridge, highway marker or another sign except such as may be (a) required by law, (b) so placed by a duly authorized governmental agency, (c) so placed not as an advertisement, but as a warning against hunting, fishing or trespassing, (d) not visible from any public road, (e) a farm sign, and (f) a residential name sign.	<b>(3) On trees, fences, public utility pole, etc.</b> Is fastened, placed, painted, pasted or attached in any way to, in or upon any tree, fence, public utility pole, rock, curbstone, sidewalk, lamp post, hydrant, bridge, highway marker or another sign, <u>except as otherwise permitted in Section 5-1204(D), Sign Requirements Matrix, or</u> <del>such</del> as may be (a) required by law, (b) so placed by a duly authorized governmental agency, (c) so placed not as an advertisement, but as a warning against hunting, fishing or trespassing, <del>(d) not visible from any public road, (ed)</del> a farm sign, and <del>(fe)</del> a residential name sign.	Staff concurs with the Signs Sub-Committee Recommendation.	
5	5-1202, General Provisions. (A) Signs Prohibited. (4)	<b>(4) Illuminated signs which reflect or cast glare, directly or indirectly, on any public roadway or adjacent property.</b>	<b>(4) No change.</b>	<b>(4) No change.</b>		

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6	5-1202, General Provisions. (A) Signs Prohibited. (5)	(5) Balloons, banners, pennants or inflated devices with the intent to draw attention to a place of business, unless otherwise permitted as a "Temporary Sign", in Section 5-1204(D), The Sign Requirements Matrix.	(5) Balloons, banners, pennants or inflated devices, with the intent to draw attention to a place of business, unless otherwise permitted as a "Temporary Sign", in Section 5-1204(D), The Sign Requirements Matrix.	(5) Balloons, banners, pennants or inflated devices <del>with the intent to draw attention to a place of business</del> , unless otherwise permitted as a <del>"Temporary Sign"</del> , in Section 5-1204(D), The Sign Requirements Matrix.	Staff concurs with the Signs Sub-Committee Recommendation.	
7	5-1202, General Provisions. (B) Signs Permitted.	(B) <b>Signs Permitted.</b> Only signs as listed or otherwise provided for in Section 5-1204(D), Signs Requirements Matrix, shall be permitted, and these shall be subject to such regulations as are specifically set forth in each case and to all other regulations in this ordinance. No other signs shall be permitted.	(B) <b>Signs Permitted.</b> Only signs as listed or otherwise provided for in Section 5-1204(D), Signs Requirements Matrix, shall be permitted, and these shall be subject to such regulations as are specifically set forth in each case and to all other regulations in this ordinance. No other signs shall be permitted, <u>unless permitted by a Comprehensive Sign Plan or allowed by a Minor Special Exception.</u>	(B) <b>Signs Permitted.</b> Only signs as listed or otherwise provided for in Section 5-1204(D), Signs Requirements Matrix, shall be permitted, and these shall be subject to such regulations as are specifically set forth in each case and to all other regulations in this ordinance. No other signs shall be permitted, <u>unless approved pursuant to a Sign Development Plan, as set forth in Section 5-1202(E).</u>	Staff concurs with the Signs Sub-Committee Recommendation.	
8	5-1202, General Provisions. (C) Nonconforming Signs and Removal.	(C) <b>Nonconforming Signs and Removal.</b> Any sign lawfully in existence at the time of the effective date of this ordinance may be maintained although it does not conform with the provisions of this ordinance, except that any such nonconforming sign, which was required to be removed under the prior ordinance, shall be removed.	No change.	No change.		
9	5-1202, General Provisions. (D) Traffic Hazards.	(D) <b>Traffic Hazards.</b> No sign shall be located or illuminated in such a manner as, in the opinion of the Zoning Administrator, to cause a traffic hazard. Where a permit is required, the permit shall not be issued until the location and illumination, if any, of the sign are approved by the Zoning Administrator.	No change.	(D) <b>Traffic Hazards.</b> No sign shall be located or illuminated in such a manner as, in the opinion of the Zoning Administrator, to cause a traffic hazard. <del>Where a permit is required, the permit shall not be issued until the location and illumination, if any, of the sign are approved by the Zoning Administrator.</del>	Staff concurs with the Signs Sub-Committee Recommendation.	
10	5-1202, General Provisions. (E) Modification to Sign Regulations.	(E) <b>Modification to Sign Regulations.</b> Requests for modifications of the sign regulations may be done in accordance with the regulations set forth below:	(E) <u>Comprehensive Sign Plans. Alternative sign standards, including additional sign categories not listed in Section 5-1204(D), may be proposed in a Comprehensive Sign Plan application for unified projects or for individual uses/structures within any zoning district. Requests for Comprehensive Sign Plans shall be made in accordance with the procedures for Minor Special Exceptions as set forth in Section 6-1300.</u> <del>Modification to Sign Regulations.</del> Requests for modifications of the sign regulations may be done in accordance with the regulations set forth below:	The Signs Sub-Committee supports the process outlined below; however, the Sub-Committee did not reach full consensus on whether to allow any type of new sign category to be requested as part of this process. Commissioner Maio suggests that the additional categories be limited to neon signs and electronic/digital signs.  (E) <u>Alternative Sign Regulations. Alternative sign regulations, including additional sign categories not listed in Section 5-1204(D), Sign Requirements Matrix, may be requested with the submission of a Sign Development Plan. Requests for Sign Development Plans shall be made in accordance with the procedures for a Special Exception application as set forth in Section 6-1300. In addition, Sign Development Plans shall include the following materials:</u>  (1) <u>a statement of justification addressing how the proposed sign(s) meet the following criteria:</u>  (a) <u>Assist motorists, bicyclists and/or pedestrians in finding a location without difficulty or confusion;</u>	Staff supports allowing any type of new sign category to be requested as part of this process.	

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10				<p><u>(b) Clearly identify places of business or communities, while avoiding unnecessary redundancy;</u></p> <p><u>(c) Demonstrate compatibility with and are subordinate to the related structures and land uses the signs reference;</u></p> <p><u>(d) Address impact to the night sky;</u></p> <p><u>(e) Incorporate energy efficient measures, where possible; and</u></p> <p><u>(f) Provide a sufficient number of graphic messages or displays without creating competing demands for visual attention.</u></p> <p><u>(2) A comparison chart of the proposed sign regulations in relation to the ordinance regulations;</u></p> <p><u>(3) Each of the various sign types proposed, including directional and informational signs, if any, to include the design, materials, colors, and illumination, to be used to achieve a complementary system of signs and graphics; and</u></p> <p><u>(4) A sign map, depicting the location of the various proposed sign types.</u></p> <p>*Note: Throughout this Section, and elsewhere in the Ordinance, as necessary, replace the terms "Comprehensive Sign Package" and "Comprehensive Sign Plan" with "Sign Development Plan."</p>		
11	5-1202, General Provisions. (E) Modification to Sign Regulations. (1) Modifications to Sign Regulations for Planned Development (PD) Districts Only.	(1) <b>Modifications to Sign Regulations for Planned Development (PD) Districts Only.</b> Modifications to the sign regulations may be made in accordance with Section 6-1504 during a rezoning to Planned Development (PD) Districts. Any modifications to the sign regulations, subsequent to a rezoning to PD Districts may be done in accordance with Section 6-1511(B).	<del>(1) <b>Modifications to Sign Regulations for Planned Development (PD) Districts Only.</b> Modifications to the sign regulations may be made in accordance with Section 6-1504 during a rezoning to Planned Development (PD) Districts. Any modifications to the sign regulations, subsequent to a rezoning to PD Districts may be done in accordance with Section 6-1511(B).</del>	<p>Delete this section in its entirety.</p> <p><del>(1) <b>Modifications to Sign Regulations for Planned Development (PD) Districts Only.</b> Modifications to the sign regulations may be made in accordance with Section 6-1504 during a rezoning to Planned Development (PD) Districts. Any modifications to the sign regulations, subsequent to a rezoning to PD Districts may be done in accordance with Section 6-1511(B).</del></p>	Staff concurs with the Signs Sub-Committee Recommendation.	
12	5-1202, General Provisions. (E) Modification to Sign Regulations. (2) Modifications to Unified Non-Residential Developments.	(2) <b>Modification to Sign Regulations for Unified Non-Residential Developments.</b> Modifications to the sign regulations for Unified Non-Residential Developments may be done concurrently as part of a zoning map amendment application in accord with Section 6-1200 or at any time other than as part of a zoning map amendment with Minor Special Exception approval by the BOS in accord with the provision	<del>(2) <b>Modification to Sign Regulations for Unified Non-Residential Developments.</b> Modifications to the sign regulations for Unified Non-Residential Developments may be done concurrently as part of a zoning map amendment application in accord with Section 6-1200 or at any time other than as part of a zoning map amendment with Minor Special Exception approval by the BOS in accord with the provision</del>	<p>Delete this section in its entirety.</p> <p><del>(2) <b>Modification to Sign Regulations for Unified Non-Residential Developments.</b> Modifications to the sign regulations for Unified Non-Residential Developments may be done concurrently as part of a zoning map amendment application in accord with Section 6-1200 or at any time other than as part of a zoning map</del></p>	Staff concurs with the Signs Sub-Committee Recommendation.	

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12		<p>of Section 6-1300 applicable to Minor Special Exceptions.</p> <p>Each use in a unified non-residential development may have an individual sign of any size sign area, and any number of signs so long as the total aggregate sign area for each such use does not exceed that permitted in Section 5-1204(D) of the ordinance for the particular use. However, if no total aggregate sign area is specified in Section 5-1204(D) for a particular use located in a unified non-residential development or, if the total aggregate sign area is measured as a function of total linear feet of frontage, then such use cannot be included in a comprehensive sign plan for a unified non-residential development.</p>	<p><del>of Section 6-1300 applicable to Minor Special Exceptions.</del></p> <p><del>Each use in a unified non-residential development may have an individual sign of any size sign area, and any number of signs so long as the total aggregate sign area for each such use does not exceed that permitted in Section 5-1204(D) of the ordinance for the particular use. However, if no total aggregate sign area is specified in Section 5-1204(D) for a particular use located in a unified non-residential development or, if the total aggregate sign area is measured as a function of total linear feet of frontage, then such use cannot be included in a comprehensive sign plan for a unified non-residential development.</del></p>	<p><del>amendment with Minor Special Exception approval by the BOS in accord with the provision of Section 6-1300 applicable to Minor Special Exceptions.</del></p> <p>Each use in a unified non-residential development may have an individual sign of any size sign area, and any number of signs so long as the total aggregate sign area for each such use does not exceed that permitted in Section 5-1204(D) of the ordinance for the particular use. However, if no total aggregate sign area is specified in Section 5-1204(D) for a particular use located in a unified non-residential development or, if the total aggregate sign area is measured as a function of total linear feet of frontage, then such use cannot be included in a comprehensive sign plan for a unified non-residential development.</p>		
13	5-1202, General Provisions. (E) Modification to Sign Regulations. (3) Submission Requirements.	<p>(3) <b>Submission Requirements.</b> A request for sign modifications shall include the submission of a Comprehensive Sign Package that clearly addresses how the proposed requirements satisfy the public purpose to an equivalent degree. The Comprehensive Sign Package shall include, as a minimum, the following:</p> <p>(a) A statement of justification;</p> <p>(b) A comparison chart of the proposed sign regulations in relation to the ordinance regulations;</p> <p>(c) Each of the various sign types proposed, including directional and informational signs, if any, to include the design, materials, colors, and illumination, to be used to achieve a complementary system of signs and graphics; and</p> <p>(d) A sign plan, depicting the location of the various proposed sign types.</p>	<p><del>(3) (1) Submission Requirements.</del> A request for <del>sign modifications shall include the submission of a Comprehensive Sign Plan Package that clearly addresses how the proposed requirements satisfy the public purpose to an equivalent degree. The Comprehensive Sign Package shall include, at as a minimum, the following:</del></p> <p>(a) A statement of justification;</p> <p>(b) A comparison chart of the proposed sign regulations in relation to the ordinance regulations;</p> <p>(c) Each of the various sign types proposed, including directional and informational signs, if any, to include the design, materials, colors, and illumination, to be used to achieve a complementary system of signs and graphics; and</p> <p>(d) A sign <u>mapplan</u>, depicting the <u>general</u> location of the various proposed sign types.</p>	<p>Revise the Submission Requirements and move to new Section 5-1202(E) Alternative Sign Regulations. See issue 10 above for proposed text.</p>	Staff concurs with the Signs Sub-Committee Recommendation.	
14		No existing text.	<u>(2) Amendment of Approved Comprehensive Sign Plan. An approved Comprehensive Sign Plan may be amended in whole or in part in accordance with Section 5-1202(E).</u>	The Signs Sub-Committee does not recommend adding this section.	Staff concurs with the Signs Sub-Committee Recommendation.	
15		No existing text.	<p><u>(3) Minor Modifications to Approved Comprehensive Sign Plans.</u></p> <p><u>(a) Minor Modifications. Minor modifications to an approved Comprehensive Sign Plan may be permitted by the Zoning Administrator for all or individual uses subject to the Comprehensive Sign Plan when it is determined by the Zoning Administrator that such minor modifications are in substantial conformance with the</u></p>	The Signs Sub-Committee does not recommend adding this section.	Staff concurs with the Signs Sub-Committee Recommendation.	

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15			<p><u>approved Comprehensive Sign Plan. In no event shall such modifications:</u></p> <p>(i) <u>Introduce any sign type not included in the approved Comprehensive Sign Plan, and</u></p> <p>(ii) <u>Increase the amount of approved signage for the modification area by more than ten (10) percent.</u></p> <p><u>(b) Notice Requirements. Any request for a minor modification to an approved Comprehensive Sign Plan shall require the provision of written notice in accordance with Section 6-1316(B).</u></p>			
16		No existing text.	<p><u>(F) Signage Area Bonus. The Zoning Administrator may permit a signage area bonus of up to ten (10) percent otherwise permitted by Section 5-1204(D) for any individual use that submits the following information in conjunction with a sign permit application:</u></p> <p><u>(1) A comparison chart of the proposed sign regulations in relation to the ordinance regulations;</u></p> <p><u>(2) Each of the various sign types proposed, including directional and informational signs, if any, to include the design, materials, colors, and illumination, to be used to achieve a complementary system of signs and graphics; and</u></p> <p><u>(3) A sign map, depicting the general location of the various proposed sign types.</u></p>	The Signs Sub-Committee does not recommend adding this section.	Staff concurs with the Signs Sub-Committee Recommendation.	
17	5-1203, Administration and Enforcement. (A) Sign Permits.	(A) <b>Sign Permits.</b> No sign, with the exception of "Government Signs/Official Notices", "Historical Markers", "Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and Other Similar Signs", "Hunting, Fishing or Trespassing Signs", and "Residential Name Signs", shall be erected without first obtaining a sign permit from the Zoning Administrator. No such permit shall be issued unless a fee, if required, and as set by the Board of Supervisors, is paid and unless the proposed sign conforms with the requirements of this ordinance.	No change.	<b>Sign Permits.</b> No sign, with the exception of "Government Signs/Official Notices", "Historical Markers", "Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and Other Similar Signs", "Hunting, Fishing or Trespassing Signs", <del>and</del> "Residential Name Signs", <u>Window or Display (Non-Business) Signs", and "De Minimis Signs"</u> shall be erected without first obtaining a sign permit from the Zoning Administrator. No such permit shall be issued unless a fee, if required, and as set by the Board of Supervisors, is paid and unless the proposed sign conforms <del>to</del> <u>with</u> the requirements of this ordinance.	Staff concurs with the Signs Sub-Committee Recommendation.	
18	5-1203, Administration and Enforcement.	(B) <b>Removal of Signs.</b> Whenever a sign becomes structurally unsafe or endangers the safety of a structure or premise or the public, or is erected or maintained in violation of this ordinance the	No change.	Grammatical edit only; add a comma following the word "ordinance" in the first sentence.  <b>Removal of Signs.</b> Whenever a sign becomes	Staff concurs with the Signs Sub-Committee Recommendation.	

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18	(B) Removal of Signs.	Zoning Administrator shall order such sign to be made safe or comply with the ordinance, as the case may be, or be removed. Only one such order shall be sent by registered mail, return receipt requested, to the owner of the land on which the sign is located and the violator who is responsible for the sign. Within five working days of the receipt or refusal of the order, the owner or violator must correct the sign based on the Zoning Administrator's order. The Zoning Administrator may grant one extension, not to exceed ten (10) working days, based on written justification for the need of an extension. Failure to comply shall constitute grounds for the Zoning Administrator to issue a civil summons pursuant to Section 6-504 and to take other appropriate actions to have the sign removed.		structurally unsafe or endangers the safety of a structure or premise or the public, or is erected or maintained in violation of this ordinance, the Zoning Administrator shall order such sign to be made safe or comply with the ordinance, as the case may be, or be removed. Only one such order shall be sent by registered mail, return receipt requested, to the owner of the land on which the sign is located and the violator who is responsible for the sign. Within five working days of the receipt or refusal of the order, the owner or violator must correct the sign based on the Zoning Administrator's order. The Zoning Administrator may grant one extension, not to exceed ten (10) working days, based on written justification for the need of an extension. Failure to comply shall constitute grounds for the Zoning Administrator to issue a civil summons pursuant to Section 6-504 and to take other appropriate actions to have the sign removed.		
19	5-1204, Sign Requirements. (A) Sign Requirements Matrix Contents.	(A) <b>Sign Requirements Matrix Contents.</b> Signs shall be permitted in accordance with the Sign Requirements Matrix set forth in Section 5-1204(D) which governs the following: 1) maximum aggregate sign area; 2) maximum number of signs; 3) maximum area of any one sign; 4) illumination permitted; 5) minimum setback from road right-of-way; 6) height; 7) sign type permitted: freestanding (to include ground mounted and pole mounted) or building mounted; and 8) other additional requirements.	No change.	No change.		
20	5-1204, Sign Requirements. (B) Ground Mounted Sign Bonus Multiplier.	(B) <b>Ground Mounted Sign Bonus Multiplier.</b> The Sign Requirements Matrix provides for the use of a bonus multiplier, for certain uses, allowing an increase in the maximum area of a ground mounted sign. This provision is not to allow an increase in the total aggregate sign area permitted by the Matrix.	No change.	No change.		
21	5-1204, Sign Requirements. (C) Ground Mounted Sign Background Structure Bonus Multiplier.	(C) <b>Ground Mounted Sign Background Structure Bonus Multiplier.</b> The Sign Requirements Matrix provides for the use of a bonus multiplier, for certain uses, allowing an increase in the maximum area of the background structure of a ground mounted sign.	No change.	No change.		
22	5-1204, Sign Requirements. (D) Sign Requirements Matrix.	(D) <b>Sign Requirements Matrix.</b> See table 5-1204(D) below.	See Attachment 2	See Attachment 2	Staff concurs with the Signs Sub-Committee Recommendation.	

No.	ZONING ORD. SECTION	EXISTING TEXT	SIGN ORDINANCE VOLUNTEER WORKING GROUP PROPOSAL	SIGNS SUB-COMMITTEE RECOMMENDATION	STAFF COMMENT & RECOMMENDATION	PLANNING COMMISSION RECOMMENDATION
<b>Article 8, Definitions</b>						
23	Sign	<b>Sign:</b> Any device for visual communication which is used for the purpose of bringing the subject thereof to the attention of the public, but not including when standing alone, a flag, emblem, badge, or insignia of any governmental unit.	<b>Sign:</b> Any <u>exterior device for visual display that communication which is comprised of letters, words, numerals, figures, logos, trademarks, emblems, devices, or pictures, or any combination thereof, that is intended to identify, advertise, or otherwise make known to the general public the following: the property, individual businesses, products, services, and entertainment. A sign shall not be considered a Use for purposes of the Sign Regulations. By their very nature, architectural features that are unique to the design of a building or structure shall not be considered a sign. Such architectural features shall include, but are not limited to the following: cupolas, domes, spires, bell towers, canopies, awnings, columns, specialty façade treatments, parapet walls, colors, and specialty lighting used for the purpose of bringing the subject thereof to the attention of the public, but not including when standing alone, a flag, emblem, badge, or insignia of any governmental unit.</u>	<b>Sign:</b> Any <u>device for visual display comprised of letters, words, numerals, figures, logos, trademarks, symbols, emblems, devices, or illustrations, or any combination thereof, communication which is used for the purpose of bringing the subject thereof to the attention of the public to identifies a property, business, product, service, person, or entertainment,</u> but not including when standing alone, a flag, emblem, badge, or insignia of any governmental unit.	Staff concurs with the Signs Sub-Committee Recommendation.	
24	Sign, Above Roofline	No existing text.	<b>Sign, Above Roofline:</b> A sign may be permitted above the roofline of a building no more than one-half the height of the sign area. For purposes of this definition, roofline shall be the top of a building on a flat roof and [the] <sup>1</sup> gutter-line or eave of a gabled roof. (Add graphic to appropriate section; add to matrix)	Signs above the roofline are currently permitted only if modified through a Comprehensive Sign Plan. The Signs Sub-Committee wanted to retain this process and review above roofline signs on a case-by-case basis. To allow for signs to be placed on a parapet or screening wall, amendment to note 3 of the Sign Requirements Matrix is proposed: <i>For the purpose of locating building mounted signs, no part of the sign shall extend above or beyond the perimeter of the screening wall to which it is attached. No screening wall shall be constructed for the sole purpose of sign placement.</i>  With the amendment to note 3, a definition for Sign, Above Roofline is not recommended.	Staff concurs with the Signs Sub-Committee Recommendation.	
25	Sign, Area of	<b>Sign, Area of:</b> The area of a sign shall be determined from its outside measurements, including any wall work incidental to its decoration, excluding the area of the sign supports, unless such supports are used to attract attention. In the case of a ground mounted sign utilizing the bonus multiplier for the background structure, the permitted increase in area of the background structure is not counted as the area of the sign. In the case of a sign where lettering appears back to back, that is, on opposite sides of a sign, the area of the sign will be considered that of only one side. In the case of a sign made up of individual letters, figures, words, or designs, the	<b>Sign, Area of:</b> The area <u>comprised of the advertising elements of any display, such as letters, words, numerals, figures, logos, trademarks, emblems, devices, or pictures[,] or any combination thereof, that satisfies the definition of a sign as described herein. The area of a sign shall be measured as outlined in this ordinance, but shall not include the area of determined from its outside measurements,—including any wall work incidental to its decoration, awnings, canopies, glass, or any other structure to which the sign is attached, excluding the area of the sign supports, unless such supports are used to attract attention. In the case of a ground-mounted sign utilizing the</u>	<b>Sign, Area of:</b> The area <u>within a continuous perimeter enclosing the limits of a sign, as defined herein and illustrated in Figure 4, Section 5-1200, and —shall be determined from its outside measurements,—including any frame or other material or color forming an integral part of the display or used to differentiate the sign from the background against which it is placed, wall work incidental to its decoration, but excluding the area of the structural sign supports or uprights on which the sign is placed,—unless such supports are used to attract attention.</u> In the case of a ground mounted sign utilizing the bonus multiplier for the background structure, the permitted increase in area	Staff concurs with the Signs Sub-Committee Recommendation.	

<sup>1</sup> [ ] Text within brackets indicates grammatical edit made by staff.

No.	ZONING ORD. SECTION	EXISTING TEXT	SIGN ORDINANCE VOLUNTEER WORKING GROUP PROPOSAL	SIGNS SUB-COMMITTEE RECOMMENDATION	STAFF COMMENT & RECOMMENDATION	PLANNING COMMISSION RECOMMENDATION
25		spaces between the same shall be included.	<del>bonus multiplier for the background structure, the permitted increase in area of the background structure is not counted as the area of the sign. In the case of a sign where lettering appears back to back, that is, on opposite sides of a sign, the area of the sign will be considered that of only one side. In the case of a sign made up of individual letters, figures, words, or designs, the spaces between the same shall be included.</del>	of the background structure is not counted as the area of the sign. In the case of a sign where lettering appears back to back, that is, on opposite sides of a sign, <u>only one display face shall be counted in the area of the sign. the area of the sign will be considered that of only one side. In the case of a sign made up of individual letters, figures, words, or designs, the spaces between the same shall be included.</u>		
26	Sign, Artistic Works/Wall Murals	No existing text.	<u><b>Sign, Artistic Works/Wall Murals:</b> Artistic works including murals, pictorial presentations, illustrations, or decorations that may be provided on the facades of buildings and structures. Such artistic works may extend to the edges of the building or structure wall. Additionally, such artistic works may contain text and shall not be considered signs provided they have no tenant advertising. Artistic works and murals may be permanent or semi-permanent either painted or applied vinyl graphics that bond to the build[ing] façade to resemble paint.</u>	<u>Final recommendation pending.</u>	This issue has been binned, pending further discussion and possible executive session.  Should the Planning Commission decide to add a definition, staff offers the following language for consideration:  <u><b>Artistic Works:</b> Artistic works including wall murals, pictorial presentations, or illustrations affixed to a building or structure. Such artistic works may contain text and shall not be considered signs provided they contain no advertising or commercial message.</u>	
27	Sign, Awning and Canopy	No existing text.	<u><b>Sign, Awning and Canopy:</b> A sign as defined herein that is placed on an awning or canopy that is building mounted and may be located above doors, windows, or bays. The sign area may contain the business name, logo, trademark, and/or product or service. The overall awning [and/or] canopy shall not be considered as a background structure for the purposes of calculating the area of a sign.</u>	<u><b>Sign, Awning and Canopy:</b> A sign that is mounted, painted, affixed, or otherwise attached to an awning or canopy.</u>	Staff concurs with the Signs Sub-Committee Recommendation.	
28	Sign, Background	<b>Sign, Background:</b> The surface on which a sign is affixed, as determined by computing the entire area within a single geometric form that encloses the background, including the area of the sign.	<b>Sign, Background:</b> The surface on which a sign is affixed; <del>The sign as determined by computing the entire area within a single geometric form that encloses the background; shall not apply to including the area of the sign.</del>	<b>Sign, Background:</b> The surface on which a sign is <u>mounted, painted, affixed, or otherwise attached, as determined by computing the entire area within a single geometric form that encloses the background, including the area of the sign.</u>	Staff concurs with the Signs Sub-Committee Recommendation.	
29	Sign, Backlit	<b>Sign, Backlit:</b> An illuminated sign, where the source of illumination is located on the back of the sign or on the interior of an enclosed sign.	No change.	<b>Sign, Backlight:</b> An illuminated sign, where the source of illumination is located on the back of the sign or on the interior of an enclosed sign.	Staff concurs with the Signs Sub-Committee Recommendation.	
30	Sign, Banner	<b>Sign, Banner:</b> Cloth, paper, vinyl, bunting or the like, intended to be hung either with or without frames. Governmental flags or symbolic flags shall not be considered banners for the purpose of this Ordinance.	No change.	No change.		
31	Sign, Bonus Multiplier	<b>Sign Bonus Multiplier:</b> An increase in the area of the sign by a multiplier for ground mounted signs, but in no case shall the total aggregate area of signs exceed the maximum allowed for the specific use.	<b>Sign Bonus Multiplier:</b> An increase in the area of the sign by a multiplier for ground mounted signs, but in no case shall the total aggregate area of signs exceed the maximum allowed for the specific use. <u>(Retain for Residential Uses; DELETE for Non-Residential Uses)</u>	<b>Sign Bonus Multiplier:</b> An increase in the area of the sign by a multiplier for ground mounted signs; <del>but in no case shall the total aggregate area of signs exceed the maximum allowed for the specific use.</del>	Staff concurs with the Signs Sub-Committee Recommendation.	
32	Sign, Building Façade for Determining Size of	No existing text.		<u><b>Sign, Building Façade for Determining Size of:</b> The entire area of an exterior wall of a building within a continuous perimeter. See Figure 5.</u>	Staff concurs with the Signs Sub-Committee Recommendation.	

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33	Sign, Building Frontage for Determining Size of	<b>Sign, Building Frontage for Determining Size of:</b> The length of a wall of a building which physically encloses usable interior space and which is the architecturally designed wall that contains the main entrance for use by the general public. Said frontage shall be measured at a height not greater than ten feet above grade.	No change.	Amend this definition to read:  <u><b>Sign, Linear Foot (LF) for Determining Size of:</b> The length of a wall of a building which physically encloses usable interior space. Said frontage shall be measured at a height not greater than ten feet above grade. See Figure 6.</u>	Staff concurs with the Signs Sub-Committee Recommendation.	
34	Sign, Building Mounted	<b>Sign, Building Mounted:</b> A sign fastened to or painted on the wall of a building or structure in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign.	<del><b>Sign, Building Mounted:</b> A sign fastened to or painted on the wall of a building or structure, in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign.</del>	<b>Sign, Building Mounted:</b> A sign <u>that is mounted, painted, affixed, or otherwise attached</u> <del>fastened to</del> or painted on the wall of a building or structure, <del>in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign.</del>	Staff concurs with the Signs Sub-Committee Recommendation.	
35	Sign, Business	<b>Sign, Business:</b> A sign which directs attention to a business or profession conducted, or to a commodity or service sold, offered or manufactured, or to an entertainment offered on the premises where the sign is located.	No change.	<b>Sign, Business:</b> A sign which <u>identifies</u> <del>directs</del> <del>attention to</del> a business or profession conducted, or <del>to</del> a commodity or service sold, offered or manufactured, or <del>to</del> an entertainment offered on the premises where the sign is located.	Staff concurs with the Signs Sub-Committee Recommendation.	
36	Sign, Construction	<b>Sign, Construction:</b> Sign erected and maintained on the site during the period of construction to announce only the nature of the structure and/or the name or names of the owner, contractor, architect, landscape architect, or engineer.	No change.	<b>Sign, Construction:</b> Sign erected and maintained on the site during the period of construction to announce only the nature of the structure and/or the name or names of the owner, contractor, architect, landscape architect, <del>or</del> <u>engineer, or financial institution.</u>	Staff concurs with the Signs Sub-Committee Recommendation.	
37	Sign, Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and other such sign	<b>Sign, Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and other such sign:</b> Sign as set forth in Section 33.1-355 (5), (6), (7), (8), (15), and (17) of the Code of Virginia 1950, as amended.	No change.	No change.		
38	Sign, De Minimis	No existing text.		<u><b>Sign, De Minimis:</b> Any sign with an area no greater than one (1) square foot.</u>	Staff concurs with the Signs Sub-Committee Recommendation.	
39	Sign, Directional, On-Site	<b>Sign, Directional, On-Site:</b> Signs providing directions to specific types of uses on a site. Such signs shall contain no advertising.	<del><b>Sign, Directional, On-Site:</b> A sign providing directions to specific types of uses, services, or individual businesses within all parcels or phases of a development on a site. Such signs may include project identification logos, emblems, [and] tenant names shall contain no advertising.</del>	<b>Sign, Directional, On-Site:</b> Signs providing directions to specific <u>uses on a parcel or within a development.</u> <del>types of uses on a site. Such signs shall contain no advertising.</del>	Staff concurs with the Signs Sub-Committee Recommendation.	
40	Sign, Directory	<b>Sign, Directory:</b> A sign on which the names and locations of occupants or the uses of a building or group of buildings is given.	No change.	No change.		
41	Sign, Electronic/Digital Message Board	No existing text.	<u><b>Sign, Electronic/Digital Message Board:</b> A sign that uses electronic or digital technology to convey a message, information, or business name through either a sequences rate of change or static display that is programmed or modified electronically unless otherwise approved by Special Exception. Such signage shall be limited to institutional uses such as places of worship, schools, and government buildings. Such signage may be used for the display of government mandated fuel pricing at gasoline fueling stations.</u>	The Signs Sub-Committee does not recommend adding this definition. The Sub-Committee recommends electronic/digital signs be allowed through a Sign Development Plan process and reviewed on a case-by-case basis.	Staff concurs with the Signs Sub-Committee Recommendation.	

No.	ZONING ORD. SECTION	EXISTING TEXT	SIGN ORDINANCE VOLUNTEER WORKING GROUP PROPOSAL	SIGNS SUB-COMMITTEE RECOMMENDATION	STAFF COMMENT & RECOMMENDATION	PLANNING COMMISSION RECOMMENDATION
42	Sign, Entrance	No existing text.	<u>Sign, Entrance: A ground mounted sign located at the public access entrances of a development. Such signs may include the name of the development. In the case of non-residential projects, such signs may also contain the names of selected tenants and businesses located within the development. Additionally, such signs may contain any project logos and/or typeface associated with the development, as well as the corporate logos, typeface, and/or colors of the selected tenants.</u>	The Signs Sub-Committee retained the requirement for entrance signs to be located at the vehicular entrances of a development, but added provisions for project identification signs, which can be located anywhere within the development. With these changes, no definition for "sign, entrance" is proposed.	Staff concurs with the Signs Sub-Committee Recommendation.	
43	Sign, Farm	<b>Sign, Farm:</b> Sign erected or maintained on any farm by the owner or tenant of such farm and relating solely to farm or horticultural produce, livestock, silviculture, or services sold, produced, manufactured or furnished on such farm.	No change.	No change.		
44	Sign, Freestanding	<b>Sign, Freestanding:</b> Any nonmoveable sign not affixed to a building such as, but not limited to, pole mounted, monument, pylon and ground mounted signs.	No change.	<b>Sign, Freestanding:</b> Any <del>nonmoveable</del> sign not affixed to a building such as, but not limited to, pole mounted, monument, pylon, <u>sidewalk</u> and ground mounted signs.	Staff concurs with the Signs Sub-Committee Recommendation.	
45	Sign, Government/ Official Notices	<b>Sign, Government/Official Notices:</b> Sign erected and maintained by or under the direction of the Virginia Department of Transportation, other governmental authorities, or court officer in accordance with the law.	No change.	No change.		
46	Sign Height	<b>Sign Height:</b> The height of a sign shall be computed as the difference from the base of the sign at normal grade to the top of the highest attached component of the sign. If the land is uneven at the base of the sign, the elevation at the halfway point (middle) of the sign at the base shall be used. Normal grade shall be construed to be the lower of (1) existing grade prior to construction, or (2) the newly established grade after construction, exclusive of any filling, berming, mounding or excavating for the purpose of locating the sign.	No change.	No change.		
47	Sign, Historical Markers	<b>Sign, Historical Markers:</b> Sign erected or approved by duly authorized public authorities.	No change.	<b>Sign, Historical Markers:</b> Sign <u>or marker</u> erected <u>to identify a site or landscape related to a person, structure or event documented as historically significant on the local, state or national level or approved by duly authorized public authorities.</u>	Staff concurs with the Signs Sub-Committee Recommendation.	
48	Sign, Home Occupational	<b>Sign, Home Occupational:</b> Sign upon property displaying the name and/or address of the occupant of the premises and the nature of the home occupation.	No change.	<b>Sign, Home Occupational:</b> Sign upon property displaying the name and/or address of the occupant(s) of the premises and the nature of the home occupation(s).	Staff concurs with the Signs Sub-Committee Recommendation.	
49	Sign, Illuminated	<b>Sign, Illuminated:</b> A sign, or any part of a sign, which is illuminated, externally or internally, from a source located for the specific purpose of such illumination.	<b>Sign, Illuminated:</b> A sign, or any part of a sign, which is illuminated, externally or internally, from <u>an artificial light</u> source located for the specific purpose of such illumination. <u>Such illumination shall be from either an enclosed or unenclosed lamp design or indirect lighting from a shielded source so as not to permit off-site glare nuisance.</u>	<b>Sign, Illuminated:</b> A sign, or any part of a sign, which is illuminated, externally or internally, from <u>an artificial light</u> source located for the specific purpose of such illumination.	Staff concurs with the Signs Sub-Committee Recommendation.	

No.	ZONING ORD. SECTION	EXISTING TEXT	SIGN ORDINANCE VOLUNTEER WORKING GROUP PROPOSAL	SIGNS SUB-COMMITTEE RECOMMENDATION	STAFF COMMENT & RECOMMENDATION	PLANNING COMMISSION RECOMMENDATION
50	Sign, Informational	<b>Sign, Informational:</b> Signs to identify such locations as restrooms, loading areas, parking areas, no parking areas, entrances, exits and the like.	No change.	No change.		
51	Sign, Non-PD District Project Directional	<b>Sign, Non-PD District Project Directional:</b> Signs giving direction to new homes for sale or lease for non Planned Development District projects, subject to the boundaries of a rezoning plat approved by the Board of Supervisors, which do not contain the names of specific builders.	No change.	No change.		
52	Sign, PD-H Community Directional	<b>Sign, PD-H Community Directional:</b> Signs located within the boundaries of an approved PD-H district, providing direction to subdivisions, sections, or civic features within the PD-H district.	No change.	No change.		
53	Sign, Pole Mounted	<b>Sign, Pole Mounted:</b> See Figure 2, Section 5-1200.	No change.	No change.		
54	Sign, Projecting	No existing text.	<u><b>Sign, Projecting:</b> A sign, such as but not limited to a blade sign, that is attached to or projects from the exterior wall or face of a building or is suspended from a canopy or awning that is attached to a building. Such signage may be used for tenant identification and include corporate colors, logos, and typeface. Projecting signs shall not be internally illuminated.</u>	A projecting sign is a type of building mounted sign. Since this sign type is already defined, there is no need to add this definition.	Staff concurs with the Signs Sub-Committee Recommendation.	
55	Sign, Project Identification	No existing text.	<u><b>Sign, Project Identification:</b> A ground mounted sign that includes the name of the development only. Such sign may include any corporate typeface or logo that has been specifically created for the development. Such signs may be internally or externally illuminated.</u>	<u><b>Sign, Project Identification:</b> A ground mounted sign that includes the name of the development only, including any corporate typeface or logo.</u>	Staff concurs with the Signs Sub-Committee Recommendation.	
56	Sign, Quasi-public	<b>Sign, Quasi-public:</b> Sign identifying or locating a town, community center, public building or historical place situated in Loudoun County, Virginia, and also a sign for a use owned or operated by a non profit, religious, or charitable institution and providing educational, cultural, recreational, religious, or similar types of programs.	No change.	No change.		
57	Sign, Real Estate	<b>Sign, Real Estate:</b> Sign pertaining only to the offering for sale or lease of the land or structures on the land upon which the sign is placed.	No change.	No change.		
58	Sign, Residential Name	<b>Sign, Residential Name:</b> Sign upon property displaying the name and/or address of the owner, lessee or occupant of the premises.	No change.	No change.		
59	Sign, Sidewalk	No existing text.		<u><b>Sign, Sidewalk:</b> A movable sign not secured or attached to the ground or surface upon which it is located. Such sign may be freestanding, placed on an easel, or constructed in a manner to form an "A" shape.</u>	Staff concurs with the Signs Sub-Committee Recommendation.	
60	Sign, Store Window or Display	<b>Sign, Store Window or Display:</b> A sign within store windows relating to the business conducted within; or to amusements or civic, religious, cultural, educational or charitable activities.	No change.	The SOVWG did not amend this definition but added one for "Sign, Window." Frequently, signs are placed in store windows that are not related to the business conducted within. Therefore, the Sub-Committee changed this definition to address	Staff concurs with the Signs Sub-Committee Recommendation.	

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60				<p>window signs which are unrelated to the business conducted within:</p> <p><b>Sign, Store Window or Display (Non-Business):</b> A sign within <u>a window of a business store windows not</u> relating to the business conducted within; <u>or but</u> to amusements or civic, religious, cultural, educational or charitable activities.</p> <p>Window signs related to the business conducted within are addressed in Issue 63 below.</p>		
61	Sign, Temporary	<b>Sign, Temporary:</b> A sign advertising a candidacy for public office or an event of public interest, such as, but not limited to, a public or general election, church or public meeting, fair, horse show, turkey shoot, entertainment for charitable purposes, horticulture/agriculture/silviculture activities and other similar social activities of temporary duration or non-recurring nature, excluding commercial retail and real estate, unless otherwise permitted in this Ordinance.	No change.	No change.		
62	Sign, Wayside Stand	<b>Sign, Wayside Stand:</b> Sign erected or maintained by any farm owner or tenant of such farm and relating solely to farm or horticultural produce or merchandise sold from said stand located on farm including Christmas trees, vineyards and wineries.	No change.	No change.		
63	Sign, Window	No existing text.	<u><b>Sign, Window:</b> A sign that is painted, stenciled, etched, or otherwise affixed to a glass door or window.</u>	<u><b>Sign, Window or Display (Business):</b> A business sign that is painted, stenciled, etched, or otherwise affixed to a glass door or window and relating to the business conducted within.</u>	Staff concurs with the Signs Sub-Committee Recommendation.	
64	Sign Development Plan	No existing text.		<u><b>Sign Development Plan:</b> A graphic representation showing a detailed plan of all signage proposed for a particular structure, lot, or development.</u>	Staff concurs with the Signs Sub-Committee Recommendation.	
65	Unified Non-Residential Development	<b>Unified Non-Residential Development:</b> A development of two or more different principal uses, or two or more of the same principal use type, under common ownership or management, and located on a single lot in a Zoning District other than a Planned Development zoning district. Uses in such development shall share a common parking area, and shall either be connected by party walls, partitions, canopies or other structural elements to form one continuous structure or, if located in separate buildings, shall be interconnected by walkways and access ways.	No change.	<p>The Signs Sub-Committee recommends deleting this definition, as related Section 5-1202(E)(2) is recommended for deletion.</p> <p><del><b>Unified Non-Residential Development:</b> A development of two or more different principal uses, or two or more of the same principal use type, under common ownership or management, and located on a single lot in a Zoning District other than a Planned Development zoning district. Uses in such development shall share a common parking area, and shall either be connected by party walls, partitions, canopies or other structural elements to form one continuous structure or, if located in separate buildings, shall be interconnected by walkways and access ways.</del></p>	Staff concurs with the Signs Sub-Committee Recommendation.	

No.	ZONING ORD. SECTION	EXISTING TEXT	SIGN ORDINANCE VOLUNTEER WORKING GROUP PROPOSAL	SIGNS SUB-COMMITTEE RECOMMENDATION	STAFF COMMENT & RECOMMENDATION	PLANNING COMMISSION RECOMMENDATION
Other Section Revisions						
66	5-500, Temporary Uses/Zoning Permits. (B) Temporary Sales. (4)	(4) No more than two (2) signs consistent with Section 5-1203(S) of this Ordinance shall be permitted.	No change.	The Signs Sub-Committee recommends deleting this section, as the section reference and number of signs indicated is incorrect.  <del>(4) No more than two (2) signs consistent with Section 5-1203(S) of this Ordinance shall be permitted.</del>	Staff concurs with the Signs Sub-Committee Recommendation.	
67	5-604, Wayside Stands. (H)	(H) Wayside stands may erect signs in compliance with Section 5-1203(L).	No change.	The Signs Sub-Committee recommends revising the text and updating the section reference:  (H) <u>Signs for Wayside stands shall be may erected signs</u> in compliance with Section <u>5-1204(D)5-1203(L)</u> .	Staff concurs with the Signs Sub-Committee Recommendation.	
68	6-1304, Review of Application. (B) Review of Application for Completeness.	(B) <b>Review of Application for Completeness.</b> No application shall be accepted and reviewed unless determined by the Director of Planning to be complete. A complete application is one which meets such minimum submission requirements as may be established pursuant to Section 6-403 and Section 6- 1310 as applicable. ...		The Signs Sub-Committee recommends Section 6-1304(B) be revised to reference proposed Section 5-1202(E), Alternative Sign Regulations.  (B) <b>Review of Application for Completeness.</b> No application shall be accepted and reviewed unless determined by the Director of Planning to be complete. A complete application is one which meets such minimum submission requirements as may be established pursuant to Section 6-403 <del>and</del> Section 6- 1310, <u>and Section 5-1202(E)</u> as applicable. ...	Staff concurs with the Signs Sub-Committee Recommendation.	
69	6-1511, Approved Changes to Concept Development Plan. (B) Special Exception Change.	(B) <b>Special Exception Change.</b> The following change or changes to an approved development plan may be made by special exception approved by the Board of Supervisors.  (5) Modification to the sign regulations with the submittal of a Comprehensive Sign Package in accordance with Section 5-1202(E).	No change.	The Signs Sub-Committee recommends deleting Section 6-1511(B)(5), as related Section 5-1202(E)(1) is recommended for deletion.  <del>(5) Modification to the sign regulations with the submittal of a Comprehensive Sign Package in accordance with Section 5-1202(E).</del>	Staff concurs with the Signs Sub-Committee Recommendation.	

Table 5-1204(D)

Sign Requirements Matrix

Proposal: Delete "Land Use" and "(or similar)"  LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted Proposal: Delete (See Note 8) (See Note 8)	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(1) RESIDENTIAL/AGRICULTURE SIGNS													
(a) PD-H and PD-AAAR Entrance Signs		2/ vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	Proposal: Delete repetitive language.  One sided only; signs shall contain no advertising. Minimum 1000 FT between signs on same side of road or at intersection; signs shall contain no advertising.
(b) PD-H –Community Directional Signs - On-site or Off-site (within boundaries of approved PD-H district)	20 SF		20 SF						Backlight or White Light	5 FT	Ground Mounted	8 FT	Minimum 1000 FT between signs on same side of road or at intersection; signs shall contain no advertising.
(c) Non PD-H Residential Communities – Entrance Signs		1/ vehicular entrance	40 SF			2	80 SF	5 FT	None	10 FT	Ground Mounted	5 FT	One sided only; signs shall contain no advertising.
(d) HOA Activity Signs	20 SF	1/development of 2500 or fewer dwellings – 2/developments of over 2500 dwellings	20 SF						Backlight or White Light	5 FT	Ground Mounted	8 FT	Signs shall be separated by a minimum half-mile radius, signs shall contain no advertising.
(e) Farm Signs	40 SF	2/Farm	20 SF						None	5 FT 0 FT	Freestanding As Permitted in Section 5-1202(A)(3)	8 FT	
(f) Wayside Stands, Including Christmas Tree Sales, Vineyards, Wineries		6, includes up to 3 on-site signs and up to 4 off-site directional signs	12SF on-site 4SF off-site  One on-site sign at 20 SF if setback ≥ 40 FT from the fronting ROW						None	5 FT	Freestanding Building Mounted	8 FT	Displayed when agricultural produce and livestock are available for sale on farm involved and shall be removed within 48 hours after sale is concluded. Off-site signs require written permission of the owner of the land on which it is displayed.
(g) Home Occupation	2 SF	1/lot	2 SF						None	5 FT	Freestanding Building Mounted	4 FT 8 FT	Proposal: Add note Sign may indicate more than one business.
(h) Childcare Home	2 SF	1/lot	2 SF						None	5 FT	Freestanding Building Mounted	4 FT 8 FT	
(i) Residential Name Signs		1/vehicular access, 2 for each dwelling lot or property	2 SF						None	None	Freestanding Building Mounted As Permitted in Section 5-1202(A)(3)	4 FT 8 FT	Signs shall contain no advertising.
(2) PUBLIC/QUASI PUBLIC SIGNS													
(a) Public or Quasi-Public Facility	6 SF	1/ use	6 SF	1.5	9 SF	2	18 SF	4 FT	None	10 FT	Freestanding	4 FT	Must be located within 100 FT from use or structure it identifies; signs shall contain no advertising.

Blue Underline Text/Blue Strikethrough Text/Blue Highlighted row denotes proposed text change by Sign Ordinance Volunteer Work Group  
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Table 5-1204(D)

Sign Requirements Matrix

Proposal: Delete "Land Use" and "(or similar)"  LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted Proposal: Delete (See Note 8) (See Note 8)	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
Proposal: Give Hospital a separate category; re-letter section													
(b) Hospital, School, College, Library, and Publicly Owned Community Center	20 SF	1/ use	20 SF	1.5	30 SF	2	60 SF	4 FT	Backlight or White Light	10 FT	Freestanding Building Mounted	8 FT Roofline	Signs shall contain no advertising.
(c) Hospital		1/ vehicular entrance  1/ public entrance to building, and 1 building ID sign	50 SF  50 SF						Backlight or White Light	10 FT	Freestanding  Building Mounted	8 FT  Roofline	Signs shall contain no advertising.
(ed) Places of Worship	20 SF	2	10 SF			1.5	15 SF	8 FT	Backlight	5 FT	Freestanding Building Mounted	8 FT Roofline	Signs shall contain no advertising.
(de) Church Bulletin Board	15 SF		15 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	8 FT	
(3) COMMERCIAL, OFFICE AND INDUSTRIAL ENTRANCE SIGNS													
Proposal: Rename title to add project identification signs and clarify that this section applies only to certain zoning districts.													
Proposal: (3) COMMERCIAL ENTRANCE/PROJECT IDENTIFICATION SIGNS IN THE PD, CLI, GB and MR-HI DISTRICTS													
(a) Entrance Signs Single Building Project  Less than 100,000 SF More than 100,000 SF		1/vehicular entrance	30 SF 35 SF						Yes	15	Ground Mounted	10	If the project is located at an intersection, the entrance signs may be located at the intersection.
Proposal: Combine (a) & (b) entrance signs													
a) Entrance Signs  Up to 10 acres 10 acres to 40 acres Over 40 acres		1/vehicular entrance	50 SF 60 SF 75 SF						Yes	10	Ground Mounted	10	If the project is located at an intersection, the entrance signs may be located at the intersection.

Table 5-1204(D)

## Sign Requirements Matrix

Proposal: Delete "Land Use" and "(or similar)"  <b>LAND USE/ SIGN CATEGORY (or similar)</b> (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted Proposal: Delete (See Note 8) (See Note 8)	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(b) Entrance Signs Multiple Building Development or Project  Less than 40 Acres More than 40 Acres More than 100 Acres		2/vehicular entrance	50 SF 75 SF 100 SF						Yes	20	Ground Mounted	10	If the project is located at an intersection, one of the entrance signs may be located at the intersection.
Proposal: Add a category for project identification signs  (b) Project Identification Signs Less than 20 acres 20 acres or more		1/project 2/project	25 SF 25 SF						Yes	10	Ground Mounted	10	
<b>(34) SIGNS FOR COMMERCIAL, OFFICE AND INDUSTRIAL USES</b>													
Proposal: Put PD-TC, PD-TREC, PD-TRC and PD-MUB with (b) below													
(a) Tenant Signs PD-CC(NC), PD-CC(CC) Tenant Signs for Businesses in PD-TC, PD-TREC, PD-TRC, PD-MUB, PD-RV and PD-CV	2 SF/LF of Tenant's Building Frontage	1/Façade, no more than 3 signs per Tenant	60 SF						Yes		Building Mounted	Roofline	
Proposal: Increase # per façade. Add types of signs allowed.  (a) Tenant Signs for Businesses in CLI, GB, PD-CC(NC), PD-CC(CC), PD-OP, PD-RDP, PD-CV, PD-RV and PD-AAAR	1 SF/LF of Tenant's Building Frontage	2/Façade; no more than 4 signs Total/Tenant	60 SF						Yes		Building Mounted	Roofline	Sign types on building façades may include any combination of: Building mounted and awning and canopy signs (affixed to or mounted below the awning or canopy). If two signs are proposed on a single façade, one sign shall be a secondary sign of no more than 10 SF.
(b) Tenant Signs PD-CC(SC), PD-CC(RC) Freestanding Buildings	1/ Façade and 1 Ground Mounted	1 SF/LF of Façade	35 SF						Yes		Building Mounted Ground Mounted	Roofline 10 FT	

Table 5-1204(D)

Sign Requirements Matrix

Proposal: Delete "Land Use" and "(or similar)"  LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted Proposal: Delete (See Note 8) (See Note 8)	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
Proposal: Increase # per façade. Add types of signs allowed. Combine inline and freestanding.  (b) Tenant Signs for Businesses in PD-CC(SC), PD-CC(RC), PD-SA, PD-TC, PD-TREC, PD-TRC and PD-MUB	2 SF/LF of Tenant's Building Frontage	2/Façade; no more than 4 signs Total/Tenant	200 SF						Yes		Building Mounted	Roofline	Sign types on building façades may include any combination of: Building mounted and awning and canopy signs (affixed to or mounted below the awning or canopy).
(c) Tenant Signs PD-CC(SC), PD-CC(RC) Inline Buildings		1/Tenant with 300 LF or less of Façade  1/each 150 LF of Tenant's Façade if Tenant is over 300 LF of Façade	1 SF/LF						Yes		Building Mounted	Roofline	
Proposal: Delete row (c) above.													
(d) Building ID/Tenant Signs Office Buildings, Mixed-Use Buildings, Hotels, Motels and Conference Centers		1 or 2/Façade, but no more than 4 total per Building (Located at Top Floor of Building)	1 SF/100 SF of Façade						Yes		Building Mounted	Roofline	Each Sign can be different. Signs can identify Building name or major tenant names and logos.
Proposal: Amend additional requirements statement.  (c) Building ID/Tenant Signs Office Buildings, Hotels, Motels and Conference Centers		1 or 2/Façade, but no more than 4 total per Building	1 SF/100 SF of Building Façade						Yes		Building Mounted	Roofline	Signs must be located at the top floor of the building. Name and message may differ.
(e) Tenant Signs Related Commercial Ground Floor Tenants in Office and Mixed-Use Buildings		1/Tenant	25 SF						Yes		Building Mounted	Mount below 2 <sup>nd</sup> Floor windows	
Proposal: Remove Mixed-use  (d) Ground Floor Tenants in Office Buildings		1/Tenant	20 SF						Yes		Building Mounted	Mount Below 2 <sup>nd</sup> Floor Windows	Maximum height of letters: 24 Inches.

Table 5-1204(D)

## Sign Requirements Matrix

<b>Proposal: Delete "Land Use" and "(or similar)"</b>  <b>LAND USE/ SIGN CATEGORY (or similar)</b> <b>(See Note 6)</b>	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted Proposal: Delete (See Note 8) (See Note 8)	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
<u>(f) Office and Mixed-Use Buildings Exterior Directories</u>		<u>1/Building Entrance</u>	<u>20 SF</u>						<u>Yes</u>		<u>Ground or Building Mounted</u>	<u>6 FT</u>	
<b>Proposal: Delete mixed- use and decrease size</b>  <u>(e) Exterior Directories for Office Buildings</u>		<u>1/Building Entrance</u>	<u>15 SF</u>						<u>Yes</u>		<u>Ground or Building Mounted</u>	<u>6 FT</u>	
<b>Proposal: Add Exterior Directory selected districts</b>  <u>(f) Exterior Directories for PD-CC(SC), PD-CC(RC), PD-SA, PD-TC, PD-TREC, PD-TRC and PD-MUB</u>		<u>2/development</u>	<u>25 SF</u>						<u>Yes</u>		<u>Ground Mounted</u>	<u>7 FT</u>	
<u>(g) Mixed-Use Buildings Residential Entry Signs</u>		<u>1/Residential Entrance</u>	<u>25 SF</u>						<u>Yes</u>		<u>Building Mounted</u>		
<b>Proposal: decrease size of residential entry signs and move to Section (7)</b>													
<u>(h) Tenant Signs Flex/Industrial/ Warehouse Buildings</u>		<u>1/Tenant</u>	<u>½ SF/LF of Tenant Facade</u>						<u>Yes</u>		<u>Building Mounted</u>	<u>Roofline</u>	
<b>Proposal: Increase SF</b>  <u>(g) Flex/Industrial/ Warehouse Buildings and Signs for Businesses in MR-HI, PD-IP and PD-GI</u>		<u>½ SF/LF of Building Frontage</u>	<u>1/Tenant</u>						<u>Yes</u>		<u>Building Mounted</u>	<u>Roofline</u>	
<u>(a) (PD-CC(NC)) Planned Development Neighborhood Center Entrance Signs</u>	<u>30 SF</u>	<u>1/vehicular entrance, no more than 2 signs</u>	<u>20 SF</u>	<u>1.5</u>	<u>30 SF</u>	<u>1.5</u>	<u>45 SF</u>	<u>8 FT</u>	<u>Backlight or White Light</u>	<u>10 FT</u>	<u>Freestanding</u>	<u>15 FT</u>	
<u>(b) (PD-CC(NC)) Planned Development Neighborhood Center Tenant Signs</u>	<u>2 SF/ linear foot of building frontage</u>	<u>1/facade, no more than 3 signs</u>	<u>60 SF</u>						<u>Backlight or White Light</u>		<u>Building Mounted</u>	<u>Roofline</u>	
<u>(c) (PD-CC(CC)) Planned Development Community Center Entrance Signs and Entrance Signs for Commercial Developments in PD-TC, PD-TT, PD-UC, PD-TRC, PD-TREC, PD- MUB, PD-RV and PD-CV Districts</u>	<u>60 SF</u>	<u>1/vehicular entrance, no more than 3 signs</u>	<u>20 SF</u>	<u>1.5</u>	<u>30 SF</u>	<u>1.5</u>	<u>45 SF</u>	<u>8 FT</u>	<u>Backlight or White Light</u>	<u>10 FT</u>	<u>Freestanding</u>	<u>15 FT</u>	

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Table 5-1204(D)

Sign Requirements Matrix

<div> <div>Proposal: Delete "Land Use" and "(or similar)"</div> <div>LAND USE/ SIGN CATEGORY (or similar) (See Note 6)</div> </div>	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted Proposal: Delete (See Note 8) (See Note 8)	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(d) <del>(PD-CC(CC)) Planned Development Community Center Tenant Signs and Tenant Signs for Business in PD-TC, PD-TT, PD-UC, PD-TREC, PD-TRC, PD-MUB, PD-RV, PD-CV Districts</del>	<del>2-SF/linear foot of building frontage, not to exceed 60 SF</del>	<del>1/facade, no more than 3 signs</del>	<del>60-SF</del>						<del>Backlight or White Light</del>		<del>Building Mounted</del>	<del>Roofline</del>	
(e) <del>(PD-CC (SC) &amp; (RC)) Planned Development Small Regional Center and Regional Center Entrance Signs</del>		1/vehicular entrance	60-SF	1.25	75-SF	1.33	100-SF	15-FT	Backlight or White Light	10-FT	Freestanding	15-FT	
				2 (for centers over 1 million SF)	120-SF	1.33	160-SF					Roofline	
(f) <del>(PD-CC(SC) &amp; (RC)) Planned Development Small Regional Center and Regional Center Tenant Signs (Freestanding Building with up to 4000-SF floor area)</del>	60-SF	1/facade, no more than 3 signs	20-SF	1.5	30-SF	1.5	45-SF	8-FT	Backlight	10-FT	Freestanding Building Mounted	15-FT Roofline	
(g) <del>(PD-CC(SC)&amp;(RC)) Planned Development Small Regional Center and Regional Center Tenant Signs (Freestanding Building with over 4000-SF floor area)</del>	120-SF	1/facade, no more than 3 signs	20-SF freestanding 60-SF building mounted	1.5	30-SF	1.5	45-SF	8-FT	Backlight	10-FT	Freestanding Building Mounted	15-FT Roofline	
(h) <del>(PD-CC(SC) &amp; (RC)) Planned Development Small Regional Center and Regional Center Tenant Signs (In-Line Structure with up to 4000-SF floor area)</del>	60-SF	1/public entrance of building	30-SF						Backlight		Building Mounted	Roofline	
(i) <del>(PD-CC(SC) &amp; (RC)) Planned Development Small Regional Center and Regional Center Tenant Signs (In-Line Structure with 4001-15000-SF floor area)</del>	100-SF	1/public entrance of building	60-SF						Backlight		Building Mounted	Roofline	
(j) <del>(PD-CC(SC) &amp; (RC)) Planned Development Small Regional Center and Regional Center Tenant (In-Line Structure with over 15000-SF floor area)</del>	200-SF	1/public entrance of building	60-SF						Backlight		Building Mounted	Roofline	
(k) <del>PD-OP and PD-RDP Development Entrance Signs</del>		2/vehicular entrance	60-SF			2	120-SF	5-FT	Backlight or White Light	10-FT	Ground Mounted	5-FT	One-sided only; signs shall contain no advertising.
(l) <del>Office Freestanding Building Entrance Sign</del>	60-SF	1/vehicular entrance	20-SF	1.5	30-SF	1.5	45-SF	8-FT	Backlight or White Light	10-FT	Freestanding	8-FT	

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Table 5-1204(D)

## Sign Requirements Matrix

<b>Proposal: Delete "Land Use" and "(or similar)"</b>  <b>LAND USE/ SIGN CATEGORY (or similar)</b> <b>(See Note 6)</b>	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted Proposal: Delete (See Note 8) (See Note 8)	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
<del>(m) Office—Building ID Sign (1-3 Stories)</del>	160 SF	1/facade	40 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.
<del>(n) Office—Building ID Sign (4-5 Stories)</del>	200 SF	1/facade	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.
<del>(o) Office—Building ID Sign (6+ Stories)</del>	240 SF	1/facade	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.
<del>(p) Office—Related Commercial (Ground Floor)</del>	2SF per linear foot of building frontage (counts against overall building ID sign)	1/tenant	20 SF						Backlight		Building Mounted		Located over entrance of business it identifies. Max ht. of letters: 24 inches
<del>(q) Office—Directories</del>													May not be visible from outside the building.
<del>(hr) Auto Service Station (including convenience store, car wash &amp; repair)</del>	60 SF	6	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	5 FT	Freestanding Building Mounted	15 FT Roofline	Total sign area excludes federally mandated gasoline price posting.
<b>Proposal: Increase signage</b>  <del>(h) Auto Service Station (including convenience store, car wash &amp; repair)</del>	100 SF	6	30 SF						Yes	5 FT	Freestanding Pole Mounted 8 FT Ground Mounted Building Mounted Roofline	15 FT Roofline	Total sign area excludes federally mandated gasoline price posting.
<del>(js) Auto Dealer</del>	20-120 SF (see additional requirements column)	6	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline	Base sign 20 SF Used car 20 SF Each new car dealership = 20 SF
<del>(jt) Bed &amp; Breakfast Inn and Homestay</del>	4 SF	2	4 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	6 FT Roofline	
<del>(kw) Country Inn, Guest Farm or Ranch, Rural Retreat, Rural Resort, and Rural Agricultural Corporate Retreat</del>	10 SF	2	10 SF						Backlight or White Light	None	Freestanding Building Mounted Historic District Only	in 6 FT	
<b>Proposal: Delete child care center.</b>													

Table 5-1204(D)

## Sign Requirements Matrix

<b>Proposal: Delete</b> <b>"Land Use" and "(or similar)"</b>  <b>LAND USE/</b> <b>SIGN CATEGORY</b> <b>(or similar)</b> <b>(See Note 6)</b>	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted <b>Proposal: Delete</b> (See Note 8) (See Note 8)	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
						1.5	15 SF	6 FT	Backlight, None in Residential Districts	5 FT			
											Building Mounted	Roofline	
(w) <del>Hotel, Motel and Conference Center</del> (freestanding) <del>Entrance Signs</del>		1/vehicular entrance	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight <del>or</del> White Light	10 FT	Freestanding	15 FT	
(y) <del>Hotel, Motel and Conference Center</del> (1-3 Stories)	90 SF	1/facade, <del>no more than 3 signs</del>	40 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
(x) <del>Hotel, Motel and Conference Center</del> (4-5 Stories)	90 SF	1/facade, <del>no more than 3 signs</del>	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
(z) <del>Hotel, Motel and Conference Center</del> (6+ Stories)	90 SF	1/facade, <del>no more than 3 signs</del>	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
<b>Proposal: Amend lighting</b>													
(laa) Movie Theaters – Theater Name Entrance Sign		2	20 SF	1.5	30 SF	1.5	45 SF	8 FT		10 FT	Freestanding	15 FT	
Theater Name Building Sign		1	60 SF						Yes		Building Mounted	Roofline	
Movie Title Building Sign		1	20 SF						Backlight <del>or</del> White Light				
(mbb) Restaurant – (freestanding Building with up to 4000 SF floor area)	60 SF	3	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Yes	10 FT	Freestanding	15 FT	Drive-through menu does not count toward sign area.
									Backlight		Building Mounted	Roofline	
(nee) Restaurant – (Freestanding Building with over 4000 SF floor area)	120 SF	3	20 SF freestanding 60 SF bldg mounted	1.5	30 SF	1.5	45 SF	8 FT	Yes	10 FT	Freestanding	15 FT	Drive-through menu does not count toward sign area.
									Backlight		Building Mounted	Roofline	

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Table 5-1204(D)

## Sign Requirements Matrix

Proposal: Delete "Land Use" and "(or similar)"  LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted Proposal: Delete (See Note 8) (See Note 8)	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
Proposal: Delete Restaurants- structure In line													
(dd) Restaurant (In-Line Structure)	2 SF/ linear foot of building frontage	1/facade, no more than 3 signs	60 SF						Backlight		Building Mounted	Roofline	Drive-through menu does not count toward sign area.
Proposal: Add Car Wash to Drive-Through Menu													
(qee) Restaurant/Car Wash Drive -Through Menu	30 SF	2	20 SF	1.5	30 SF				Backlight		Freestanding Building Mounted	5 FT	Must be screened from all roads.
(pff) Business in A-3, A-10, AR, JLMA, TR and CR Districts	10 SF	2/lot	10 SF						None	5 FT	Freestanding Building Mounted	8 FT	
Proposal: Allow signs to be illuminated													
(ggg) Business in R-C District	40 SF	2	20 SF						None	5 FT	Freestanding Building Mounted	8 FT	
(rhh) Business in R Districts	4 SF for lots ≤ 10 acres; 8 SF for lots > 10 acres	1 for lots ≤ 10 acres; 2 for lots > 10 acres	4 SF						None	5 FT	Freestanding Building Mounted	8 FT	
Proposal: Delete next category													
(vii) Business Signs (Signs of a character which have not been listed or described heretofore provided they advertise only goods or services offered on the premises.	60 SF	3 (freestanding building) 1 freestanding sign/vehicular entrance, no more than 3 for center and 1 building mounted sign/ facade no more than 3 for business (in-line structure)	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding Building Mounted	15 FT Roofline	

Table 5-1204(D)

## Sign Requirements Matrix

Proposal: Delete "Land Use" and "(or similar)"  <u>LAND USE/ SIGN CATEGORY</u> (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted Proposal: Delete (See Note 8) (See Note 8)	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
Proposal: Add window or display signs  (s) Window or Display Sign (Business) in conjunction with Sections 5- 1204(D)(4)(a), (b), (m) and (n)		4/Tenant							No				The maximum square footage of window or display signs (business) shall not exceed 25% of the total square footage of window area, or 10 SF, whichever is less.
Proposal: Add sidewalk sign  (t) Sidewalk sign in conjunction with Sections 5- 1204(D)(4)(a), (b), (m) and (n)		1/Tenant	6 SF						No			3 SF	Sidewalk signs shall be placed no more than 5 feet from the front door of the business to which the sign pertains. A 4-foot unobstructed space shall be maintained on the sidewalk in front of the business.
<b>(4) INDUSTRIAL SIGNS</b>													
(a) <del>PD-IP and PD-GI</del> Development Entrance Signs		2/Vehicular entrance	60-SF			2	120-SF	5FT	Backlight or White Light	10-FT	Ground Mounted	5-FT	One side only; signs shall contain no advertising.
(b) <del>Flex Industrial/ Light</del> <del>Industrial/Warehouse</del> Entrance Signs		1/Vehicular entrance	20-SF			1.5	30-SF	8-FT	Backlight or White Light	10-FT	Freestanding	15-FT	
(c) <del>Flex Industrial/ Light</del> <del>Industrial/Warehouse</del> Tenant Signs	20-SF	1/tenant	20-SF						Backlight		Building Mounted	Roofline	
<b>(5) TEMPORARY SIGNS</b> (For Temporary Real Estate Signs, See Number 6 Below)													
(a) Temporary Signs – On-site	4 SF	1	4 SF						None	5 FT	Freestanding Balloons Banners Pennants Inflated Devices	4 FT	Permit limited to one (1) month from date of issuance, for no more than 3 consecutive months.
(b) Temporary Signs – Off-Site		Reasonable number as determined by the Zoning Administrator.	4 SF						None	5 FT	Freestanding Balloons Banners Pennants Inflated Devices	4 FT	Permit limited to one (1) month from date of issuance, for no more than 3 consecutive months.
(c) Temporary Construction Signs	20 SF Commercial 10 SF Residential	1/contractor per job site 1/contractor per job site	20 SF 10 SF						None	10 FT	Ground Mounted	8 FT	Residential signs only in A-3, A-10, A-25, AR, and CR Districts. Contractor to remove sign upon completion of construction.
<b>(6) REAL ESTATE SIGNS</b>													
(a) Real Estate - Residential For Sale Sign	6 SF up to 10 acres 12 SF more than 10 acres	1 2	6 SF 6 SF						None	5 FT	Freestanding	6 FT	

Table 5-1204(D)

## Sign Requirements Matrix

<b>Proposal: Delete "Land Use" and "(or similar)"</b>  <b>LAND USE/ SIGN CATEGORY (or similar)</b> <b>(See Note 6)</b>	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted <b>Proposal: Delete</b> (See Note 8) (See Note 8)	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(b) Real Estate - Residential Subdivision		1/vehicular entrance to subdivision from state right-of-way	20 SF						None	5 FT	Freestanding	6 FT	Area of all real estate signs within the subdivision which front on a public highway shall be no more than four (4) square feet per lot fronting on the highway.
(c) Real Estate - Commercial For Sale Sign		1 (upon any lot of less than 10 acres); 2 upon any lot in excess of ten (10) acres.	20 SF						None	5 FT	Freestanding	6 FT	
(d) Real Estate - Temporary Open House - Off-Site		4 /property	4 SF						None	5 FT	Freestanding	4 FT	Conditions apply (see note 4).
(e) Non-PD District Project Directional Signs - Off-Site		10/total combined for all builders per project	2 SF						None	5 FT	Freestanding	4 FT	Conditions apply. (see note 5).
<b>(7) MISCELLANEOUS SIGNS</b>													
(a) Government Signs/ Official Notices													Not regulated.
(b) Historical Markers													Not regulated.
(c) Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and Other Similar Signs.													Not regulated.
(d) Hunting, Fishing or Trespassing Signs			2 SF						None	None	Freestanding Building Mounted As Permitted in Section 5-1202(A)(3)	5 FT	
(e) Informational Signs		1/use identifying locations such as restrooms, loading areas, etc.	2 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	5 FT	Signs shall contain no advertising, <u>but may include the names and/or logos associated with the business or development.</u>
<b>Proposal: Delete PD-TT and PD-UC; clarify this category is for residential</b>													
(f) PD-SA, PD-TC, <u>PD-TT</u> , <u>PD-UC</u> , PD-TRC, PD-TREC, PD-MUB, PD-RV, and PD-CV <u>Residential</u> Development Entrance Signs		2/vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One-side only; signs shall contain no advertising.
<u>(g) Mixed-Use Buildings: Residential Entry Signs</u>		<u>1/Residential Building Entrance</u>	<u>20 SF</u>						<u>Yes</u>		<u>Building Mounted</u>	<u>Roofline</u>	

Table 5-1204(D)

## Sign Requirements Matrix

<b>Proposal: Delete "Land Use" and "(or similar)"</b>  <b>LAND USE/ SIGN CATEGORY (or similar)</b> <b>(See Note 6)</b>	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted Proposal: Delete (See Note 8) (See Note 8)	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
<b>Add Category for Lamp Post Signs</b>  <b>(h) Ornamental Lamp Post Signs in PD-CC, PD-SA, PD-TC, PD-TREC, PD-TRC and PD-MUB</b>		<u>1/Lamp Post</u>	<u>8 SF</u>						<u>No</u>		<u>Banner</u>		<u>Ornamental/Seasonal banners on lamp posts shall not be placed greater than 15 feet above grade. Such banners shall not contain specific tenant/ user names or advertising, but may include the development name and/or logo.</u>
<b>(ig) Private Recreation Parks</b>	10 SF	2	6 SF						None	5 FT	Freestanding	6 FT	
<b>(ih) Directional Signs, On- Site</b>			4 SF						Backlight or White Light	5 FT	Freestanding	3 FT	<u>Signs shall be located only where there is a change in direction and shall contain no advertising, but may include the names and/or logos associated with the business or development.</u>
<b>Add Non-Business Window or Display Signs</b>  <b>(k) Window or Display Signs (Non-Business)</b>	<u>3 SF</u>		<u>1 SF</u>						<u>No</u>				
<b>Add De Minimis signs</b>  <b>(l) De Minimis Signs</b>	<u>2 SF</u>		<u>1 SF</u>						<u>Yes</u>				<u>Examples of De Minimis signs may include signs stating hours of operation, open/close, accepted forms of payment, business/professional affiliations, etc.</u>

## GENERAL NOTES

1. Whenever a bonus multiplier is used for ground mounted signs, a landscaped base with a minimum depth of 36 inches on a side, must be maintained.
2. All signs must be set back the minimum distance from the road right-of-way, as specified, unless a greater setback is required by the Code of Virginia.
3. **Proposal: Amend Note 3**

The maximum height column does not apply when ground mounted bonus' are obtained. Use the maximum height column for Ground Mounted Background Structure.

For purposes of the location of building mounted signs, these signs may be permitted above the roofline of a building no more than one-half the height of the sign area.

For purposes of this definition, roofline shall be the top of a building on a flat roof and gutter-line or eave of a gabled roof.

3. The maximum height column does not apply when ground mounted bonuses<sup>1</sup> are obtained. Use the maximum height column for Ground Mounted Background Structure. For the purpose of locating building mounted signs, no part of the sign shall extend above or beyond the perimeter of the screening wall to which it is attached. No screening wall shall be constructed for the sole purpose of sign placement.

4. The following conditions shall apply for permitted "Real Estate-Temporary Open House - Off Site" signs.

- a. Signs shall be located only at controlled intersections where there is a change in direction.
- b. Signs shall be placed on private property only.
- c. Signs shall be in place only during hours the house is open plus one hour before and two hours after the event.
- d. Signs may be used for two (2) days on the weekends and three (3) days in the case of a holiday falling on a Monday, as well as one-half (1/2) day during the week.
- e. The owner for the house or his/her designated agent must be present for the duration of the open house hours.
- f. Signs shall include a company name with direction arrow.
- g. Signs shall consist of a metal frame with composition sign of a semi-permanent type.
- h. Homeowners or their designated agent may not use "Non-PD District Project Directional Signs - Off-Site".

5. The following conditions shall apply for permitted Non-PD District Project Directional Signs - Off-Site.

- a. The location of signs must be approved by the County at the time of the sign permit application.
- b. Signs shall be located only at controlled intersections where there is a change in direction.
- c. Signs shall be placed on private property only.
- d. Signs shall not be permitted on any arterial road, nor on any road listed in Section 5-900 of this Ordinance.
- e. The signs may be installed after sundown Friday night and must be removed by sundown on Sunday. If Monday is a legal holiday, the signs may remain until sundown Monday.
- f. The signs must be made of a permanent material, signs made of paper or cardboard are hereby specifically prohibited.
- g. Builders may not use "Non-PD District Directional Signs - Off-Site in combination with "Real Estate-Temporary Open House - Off-Site" signs.

**Proposal: Delete "land use/"**

6. In selecting the most appropriate ~~land use~~ sign category, the more specific listing ~~shall~~<sup>would</sup> take precedence.

**Proposal: Delete Note 7**

7. ~~Directional signs shall not be included in any other permitted square footage total.~~

**Proposal: Delete proposed note 8**

8. Building mounted signs may include awning and canopy signs. Awning and canopy signs shall be a maximum size of one square foot per linear foot of the awning or canopy and up to a maximum ten (10) square feet. The overall awning or canopy shall not be considered as a background structure for purposes of calculating the area of the sign.